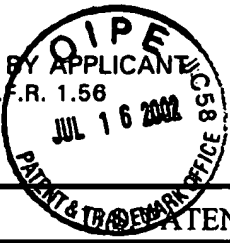


U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE				ATTY. DOCKET NO. DEM1P008		SERIAL NO. 10/006,608	
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				APPLICANT <p style="text-align: center;">Neal et al.</p>			
				FILING DATE 11/30/01		GROUP 2161 3621	



PATENT DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
SK	AA	6,094,641	07/25/00	Ouimet et al.	705	10	
SK	AB	6,078,893	06/20/00	Ouimet et al.	705	10	
SK	AC	5,987,425	11/16/99	Hartman et al.	705	20	
SK	AD	5,878,400	03/02/99	Carter, III	705	20	
SK	AE	5,873,069	02/16/99	Reuhl et al.	705	20	
SK	AF	5,822,736	10/13/98	Hartman et al.	705	1	
SK	AG	5,377,095	12/27/94	Maeda et al.	364	401	
SK	AH	5,117,354	05/26/92	Long et al.	364	401	
SK	AI	6,032,125	02/29/00	Ando	705	10	
SK	AJ	6,009,407	12/28/99	Garg	705	10	
SK	AK	5,712,985	01/27/98	Lee et al.	395	207	
SK	AL	6,125,355	09/26/00	Bekaert et al.	705	36	
SK	AM	6,032,123	02/29/00	Jameson	705	8	
SK	AN	6,029,139	02/22/00	Cunningham et al.	705	10	
SK	AO	5,918,209	06/29/99	Campbell et al.	705	5	
SK	AP	5,249,120	09/28/93	Foley	364	401	

FOREIGN PATENT DOCUMENTS							
		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION
							YES NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)			

EXAMINER <i>S. Campa/losi</i>	DATE CONSIDERED 11/01/01
----------------------------------	-----------------------------

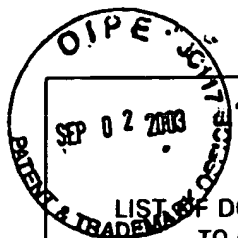
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE				ATTY. DOCKET NO. DEM1P008		SERIAL NO. 10/006,608	
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				APPLICANT Neal et al.			
				FILING DATE 11/30/01		GROUP 2161 3621	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
gc	AQ	5,063,506	11/05/91	Brockwell et al.	364	402	
gc	AR	6,205,431	03/30/01	Willemain et al.	705	10	
gc	AS	5,459,656	10/17/95	Fields et al.	364	401	
gc	AT	5,299,115	03/29/94	Fields et al.	364	401	
gc	AU	5,799,286	08/25/98	Morgan et al.	705	30	
gc	AV	5,732,401	03/24/98	Conway	705	29	
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
gc	BA	"Report of Novelty Search" by Patentec, dated Feb, 9, 2001					
gc	BB	"Report of Novelty Search" by Patentec, dated July 25, 2001					
gc	BC	Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38					
/	BD	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48					
gc	BE	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p.227					
gc	BF	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28					
gc	BG	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132					
gc	BH	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238					
gc	BI	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108					
gc	BJ	Eileen Bridges et al., "A High-Tech Product Market Share Model With Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81					
EXAMINER S. Cangelosi				DATE CONSIDERED 1/05			

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE				ATTY. DOCKET NO. DEM1P008		SERIAL NO. 10/006,608	
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				APPLICANT Neal et al.			
				FILING DATE 11/30/01		GROUP 2161 3621	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
gkc	BK	Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing Science, Vol. 4, No. 3, Summer 1985, pp. 177-198					
gkc	BL	Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220					
gkc	BM	Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, pp. 5-11					
gkc	BN	Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", Marketing Science, Vol. 12, No. 3, Summer 1993, pp. 213-229					
gkc	BO	Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187					
gkc	BP	Francis J. Mulhern et al., "The Relationship between Retail Price Promotions and Regular Price Purchases", Journal of Marketing, Vol. 59, October 1995, pp. 83-90					
gkc	BQ	John Deighton et al., "The Effects of Advertising on Brand Switching and Repeat Purchasing", Journal of Marketing Research, Vol. XXXI, February 1994, pp. 28-43					
gkc	BR	Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy'", Journal of Marketing Research, Vol. XXX, November 1993, pp. 522-24					
gkc	BS	Richard A. Briesch, "Does it Matter How price Promotions Are Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181					
gkc	BT	Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3					
gkc	BU	William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59					
gkc	BV	Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp 17-29					
EXAMINER S. Campiclosi				DATE CONSIDERED 1/05			
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. DEM1P008		SERIAL NO. 10/006,608	
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56 JUL 16 2002				APPLICANT Neal et al.	
				FILING DATE 11/30/01	
		GROUP 2161 3621			
U.S. PATENT DOCUMENTS					
EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	FILING DATE IF APPROPRIATE
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)					
SC	BW		Magid M. Abraham Et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993		
SC	BX		Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of marketing Research, Vol. XXXII (November 1996), pp. 442-452		
SC	BY		Rossi Delorgio, & Kantor; "Making Sense of Scanner Data," Harvard Business Review, Reprint F00205		
SC	BZ		Bucklin & Gupta, "Brand Choice, Purchase Incidence, and Segmentation: An Integrated Modeling Approach," Journal of Marketing Research, May 1992, PP. 201-215, Vol. XXIX		
SC	CA		Smith, Mathur, & Kohn; "Bayesian Semiparametric Regression: An Exposition and Application to Print Advertising," January 3, 1997; Australian Graduate School of Management, University of New South Wales, Sydney 2025, Australia		
SC	CB		Blattberg and Deighton, "Manage Marketing by the Customer Equity," Harvard Business Review, July-August 1996, pp. 136-144		
SC	CC		Christen, Gupta, Porter, Staelin & Wittink; "Using Market-Level Data to Understand the Effectiveness of Promotional Activities," December 22, 1995		
SC	CD		Ross Link, "Are Aggregate Scanner Data Models Biased?," Journal of Advertising Research, September/October 1995, pp. RC8-RC12, ARF		
SC	CE		Russell & Kamakura, "Understanding Brand Completion Using Micro and Macro Scanner Data," Journal of Marketing Research, Vol. XXXI (May 1994), pp. 289-303		
SC	CF		John Philip Jones, "The Double Jeopardy of Sales Promotions," Harvard Business Review, September-October 1999, pp. 145-152		
SC	CG		Buzzell, Quelch, & Salmon; "The Costly Bargain of Trade Promotion," Harvard Business Review, Reprint 90201, March-April 1990, pp. 1-9		
SC	CH		Curry, Divakar, Mathur & Whiteman; "Bvar as a Category Management Tool: An Illustration and Comparison with Alternative Techniques," Journal of Forecasting, Vol. 14, Iss. No. 3 (1995), pp. 181-199		
EXAMINER S. Camp & Iosi			DATE CONSIDERED 1/05		
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.					

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
DEM1P008SERIAL NO.
10/006,608LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

NEAL

FILING DATE
11/30/01GROUP
3621
2161

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	6,025,686	05/18/2000	Fernandez et al.			IN CORR
SC	AB	6,173,345	01/09/2001	William A. Stevens			

Ct
Ref.
Number

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
SC	BA	WO 98/53415	11/26/1998	Ouimet et al.				

RECEIVED

SEP 08 2003

GROUP 3600

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

SC	CA		"PCT International Search Report", Application Number PCT/US02/36710, mailed July 21, 2003.					
SC	CB		YOEMAN, JOHN CORNELIUS JR., "The Optimal Offering Price for Underwritten Securities", 1993, Volume 55/01-A of Dissertation Abstracts International, Page 4743 (Abstract Only).					

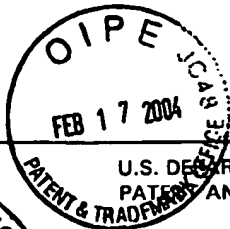
EXAMINER

S. Cangialosi

DATE CONSIDERED

1/05

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56	ATTY. DOCKET NO. DEM1P008	SERIAL NO. 10/006,608
	APPLICANT NEAL	
	FILING DATE 11/30/2001	GROUP 2161 3621

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>gpc</i>	AA	6,456,986	09/24/2002	Boardman et al.	705	400	
<i>gpc</i>	AB	6,397,193	05/28/2002	Walker et al.	705	20	
<i>gpc</i>	AC	6,341,268	01/22/2002	Walker et al.	705	15	
<i>gpc</i>	AD	6,134,534	10/17/2000	Walker et al.	705	26	
<i>gpc</i>	AE	6,052,686	04/18/2000	Fernandez et al.			
<i>gpc</i>	AF	5,933,813	08/03/1999	Teicher et al.	705	26	
<i>gpc</i>	AG	5,790,643	08/04/1998	Gordon et al.			
<i>gpc</i>	AH	5,765,143	06/09/1998	Sheldon et al.			

RECEIVED
FEB 23 2004
GROUP 3600

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>gpc</i>	CA		"PCT International Search Report", Application Number PCT/US03/30488, mailed January 28, 2004.					
<i>gpc</i>	CB		Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.					
<i>gpc</i>	CC		Rossi, Delorgio, & Kantor; "Making Sense of Scanner Data;" Harvard Business Review, Reprint F00205, 2000.					
<i>gpc</i>	CD		"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated December 8, 1995.					
<i>gpc</i>	CE		Robert J. Dolan, "How Do You Know When the Price is Right?," Harvard Business Review, September-October 1995, P. 4-11					

EXAMINER <i>S. Cangialosi</i>	DATE CONSIDERED <i>1/05</i>
----------------------------------	--------------------------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
DEM1P008SERIAL NO.
10/006,608LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

NEAL

FILING DATE
11/30/01GROUP
3621
2461

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
gmc	AA	6,725,208	04/20/2004	Hartman et al.			
gmc	AB	6,341,269	01/22/2002	Dulaney et al.	705	22	
	AC	5,377,095	12/27/1994	Maeda et al.	705	10	

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

gmc	BA	Alan L. Montgomery and Peter R. Rossi, "Estimating Price Elasticities with Theory-Based Priors," Journal of Marketing Research Vol. XXXVI, November 1999 (pp 413-423).
gmc	BB	Boatwright, Peter et al., "Account-Level Modeling for Trade Promotion: An Application of a Constrained Parameter Hierarchical Model," Journal of the American Statistical Association, Vol. 94, No. 448, December 1999 (pp 1063-1073).
gmc	BC	Alan L. Montgomery, "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data," Marketing Science, Vol. 16, No. 4, 1997 (pp 315-337).
gmc	BD	Robert C. Blattberg and Edward I. George, "Shrinkage Estimation of Price and Promotional Elasticities: Seemingly Unrelated Equations," Journal of the American Statistical Association, Vol. 86, No. 414, June 1991 (pp 304-315)
gmc	BE	Arnold Zellner, "On Assessing Prior Distribution sand Bayesian Regression Analysis With G-Prior Distributions," Elsevier Science Publishers, 1986 (pp 233-243)
gmc	BF	A.F.M. Smith, "A General Bayesian Linear Model," University of Oxford, April 1972.
gmc	BG	D.V. Lindley and A.F.M. Smith, "Bayes Estimates for the Linear Model," University College, December 1971.
gmc	BH	George C. Tiao and Arnold Zellner, "On the Bayesian Estimation of Multivariate Regression," University of Wisconsin, January 1964.
gmc	BI	Arnold Zellner, "An Efficient Method of Estimating Seemingly Unrelated Regressions and Tests for Aggregation Bias," University of Wisconsin, June 1962.

EXAMINER

S. Campalosi

DATE CONSIDERED

1/05

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56	ATTY. DOCKET NO. DEM1P008	SERIAL NO. 10/006,608
	APPLICANT NEAL	
	FILING DATE 11/30/01	GROUP 210T 3621

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

gla	AA	"Merriam Webster's Collegiate Dictionary", 10 th edition, pg 585, Merriam-Webster Incorporated, 1999.
gla	AB	Hernandez, Mauricio A., and Salvatore J. Stolfo, "Real-world Data is Dirty: Data Cleansing and the Merge/Purge Problem", Data Mining and Knowledge Discovery, Vol. 2, Issue 1, January 1998.

EXAMINER S. Cangialosi	DATE CONSIDERED 1/05
---------------------------	-------------------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

